

# Avalon Solution Email Marketing Campaign User Manual



Email Marketing Made Easy!



**Avalon Solution**  
Turning Browsers Into Buyers!™

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## 1. Introduction to Email Marketing Campaign Services

Avalon Solution introduces Email Marketing Campaign, a must have service to grow your business. Email marketing is the most effective and cost-efficient way to enhance relationships with your existing customers as well as attract prospects early in the purchasing cycle. With Avalon's Email Marketing, you can quickly and easily communicate with, as well as generate an immediate and measurable response from your customers and prospects.

Utilizing this service, you can easily create, manage and track your Email Marketing Campaigns. Using attractive and professional looking emails, along with your company logo, store information and high quality images, will enable you to stay in touch with existing customers as well as encourage new and repeat business.

In this User Manual, we will learn how to create and perform an Email Campaign. This manual will help you get started quickly by using the basic features of the application.

## 1.1. How to Get Started

- Ø Open the following URL with the help of any standard web browser  
<http://emailmarketing.avalonsolution.com/>



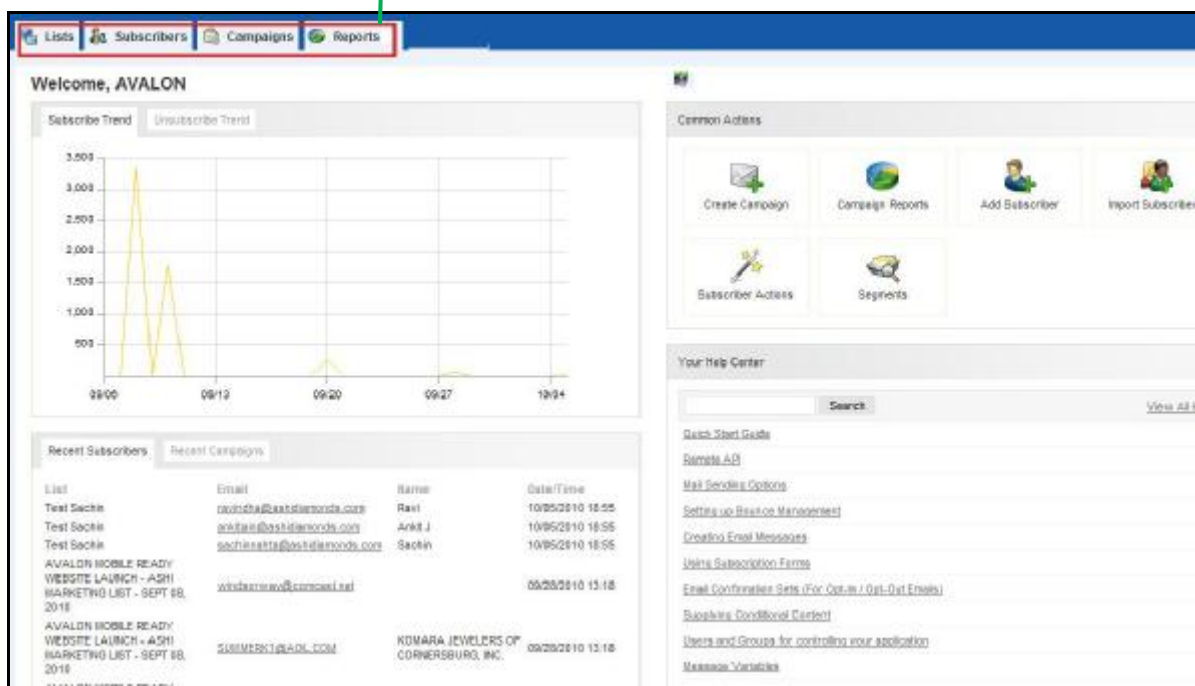
- Ø Enter the valid **User Name** and **Password** and press **Login** button.



## 1.2. Dashboard

Ø On successful Login, you will get Email Marketing Campaign Services – Dashboard or Landing Page.

The Top Navigator helps you to shift between Lists, Subscribers, Campaign and Reports Modules



Ø The Application provides Four modules to work on:

- **Lists**

This Module allows you to manage your Email Marketing Subscribers List. You can create or import a Subscribers List very easily. A List is required to create or import into the application before creating an Email Campaign.

- **Subscribers**

This Module allows you to manage your Subscribers. You can add, edit or manage your Subscribers here.

- **Campaigns**

This Module allows you to create and send Email Marketing Campaigns. You can use Email Templates provided by Avalon Solution and update them as per your requirements or take Avalon Solution's Professional Services for designing a HTML Email Template based on your idea or requirements.

- **Reports**

This Module allows you to view detailed report for Email Marketing Campaigns.

## 2. Create List and Add Subscribers

### 2.1 How to Create a Subscribers List

Ø Creating a Subscribers List is very easy:

- Mouse Over on Lists on the top of the Navigator
- Click on Manage Lists



Ø Your Account will display one default List – **Avalon Solution (Please Do Not Edit / Delete this List)**  
This list contains all the Avalon Solution Default Email Templates and editing or deleting this list will stop you to accessing all Email Templates.

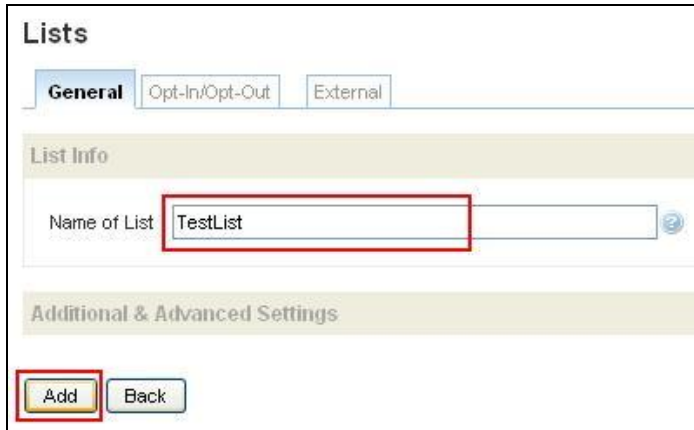


Ø To create a List, click on **Add** button.





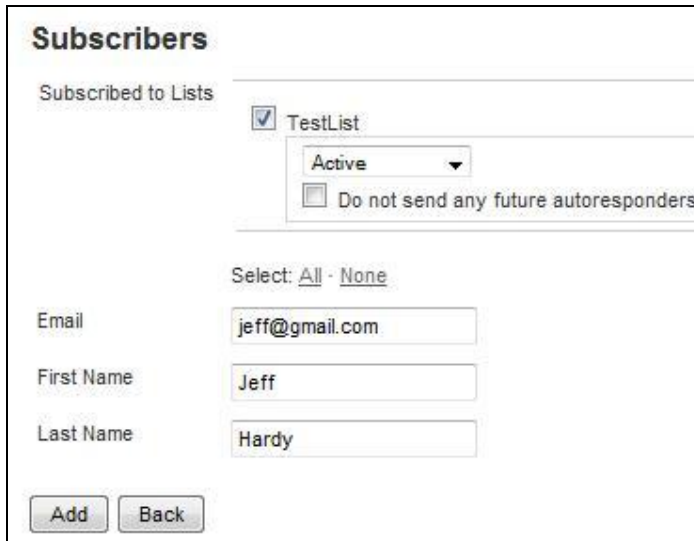
- Ø Provide a **List Name** and click on **Add** Button.



- Ø On clicking **Add** button, it will give you options for Add or Import Subscribers.



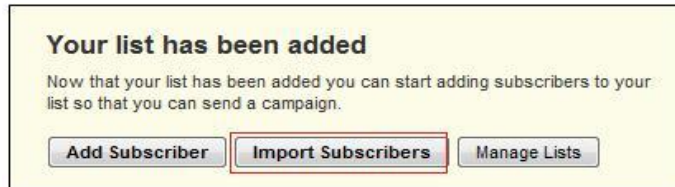
- Ø By clicking **Add Subscriber** button, you can add each and every Subscriber manually.



- Ø On clicking **Add** button, you will get list of all the Subscribed that you have added in all lists. If you need to add more Subscribers in your newly created List then click Add button and it will allow you to add more subscribers in the same manner.
- Ø You can add a Subscriber in more than one List by selecting multiple Lists.

## 2.2 How to Import a Subscribers List

Ø By clicking **Import Subscribers**, you can import all your Subscribers in one shot (we recommend this).



Ø On clicking **Import Subscribers** button, you will get **Subscriber Import Tool** to import a CSV File.

### Subscriber Import Tool

#### Import Options

##### Import Into

XMAS 2010  
TestList

Select: [All](#) - [None](#)

##### Import As

Active

##### Autoresponder Options

☐ Send Autoresponders to these subscribers
☒ Never send any Autoresponders to these subscribers

##### Import Settings

☒ Do not import previously bounced addresses
☒ Do not import addresses which have been unsubscribed in the past
☒ Update existing subscribers
☐ Send the last broadcast campaign when importing

#### Import Source

☒ Import from a file

Delimiter: 

Comma

☐ Import using copy/paste

You can add the subscribers in more than one List at the same time

You can select all or just select the one in which you want to import your subscribers

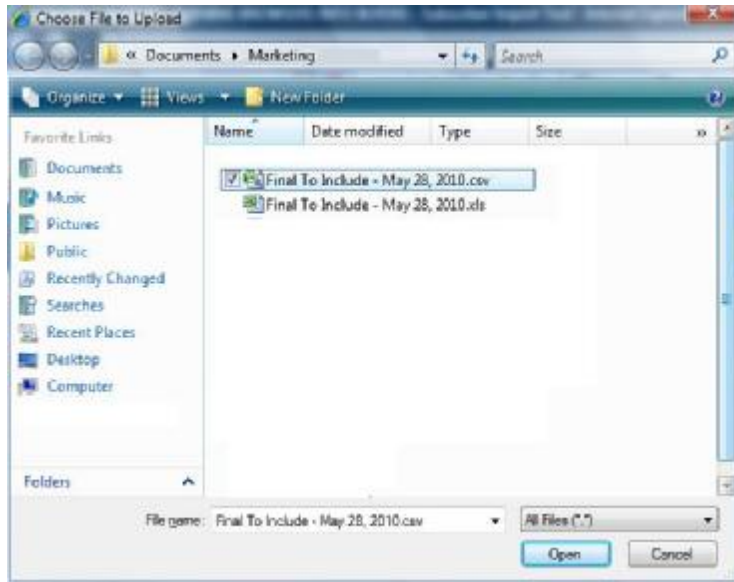
Select the options as shown

Select the options as shown

Click on Import from a file option and click on Browse button to locate the List of your Subscribers in CSV Format



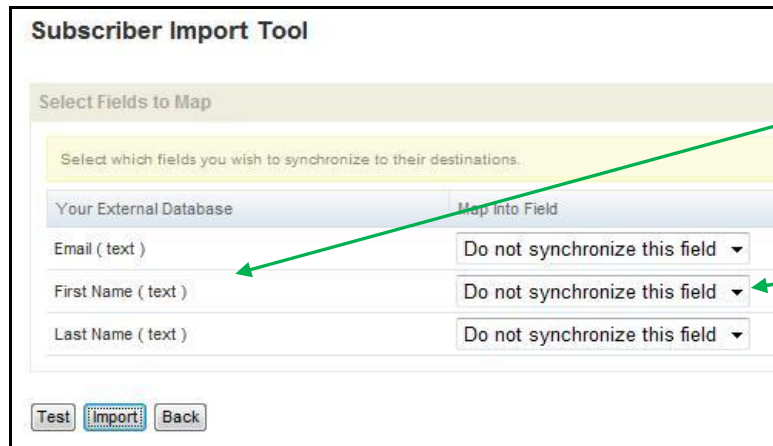
- Ø Your List should contain Email Id, First Name and Last Name of the Subscriber.
- Ø Browse the file on the local machine to upload the subscribers into the List. You need to browse the file just created and saved in .CSV Format.



- Ø If you are not clear on How to Create a CSV Format Excel Sheet, please read “**How to Create CSV File Format**” available on Page # 13 – Point # 2.6
- Ø If you want to change the file after uploaded on the server, you can do it by uncheck the against the file name. After few seconds you will again find the browse button.



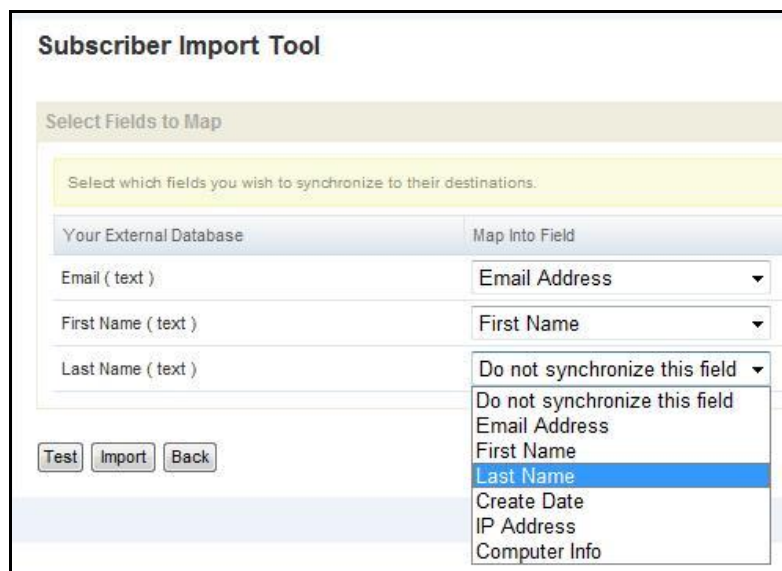
- Ø When we import a CSV Formatted Subscribers List, application ask us to map the List data fields with the System data fields. Its shows data available in the first row of all the columns. Your List should contain Email Id, First Name and Last Name of the Subscriber.



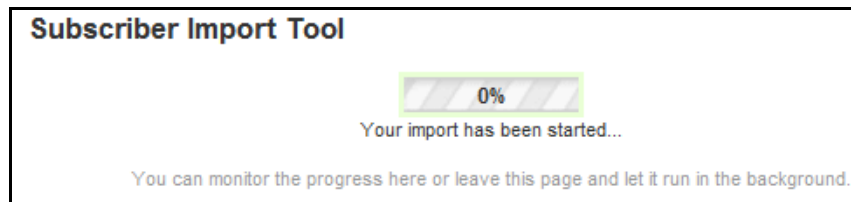
The fields on the Left Side will be headers of your CSV file

You can map your CSV file fields with the drop down

- Ø You need to ensure that you have created subscriber fields for all of the fields you intend to import. To create a subscriber field go to List Settings and click on Subscriber Fields. On clicking Import Subscribers button, you will get **Subscriber Import Tool** to import a CSV File.
- Ø The importer utilizes a simple drop down method that makes it easy for each column to be matched with the corresponding subscriber field.
- Ø Ensure that you have created subscriber fields for all of the fields you intend to import. To create a subscriber field go to List Settings and click on Subscriber Fields. On clicking Import Subscribers button, you will get **Subscriber Import Tool** to import a CSV File.
- Ø Map the fields as shown in below screenshot and click on **Import** Button.



- Ø You can view the progress of the import Map the fields as shown below.



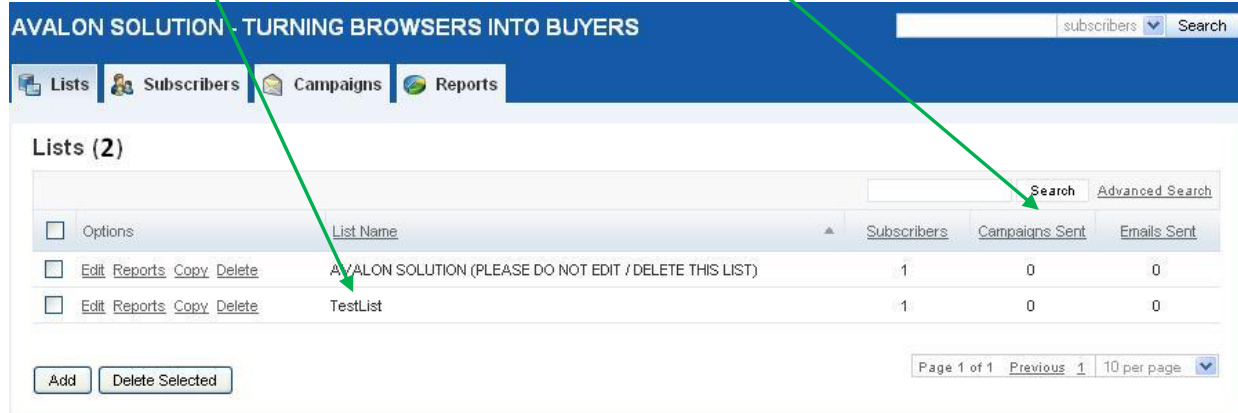
- Ø Once all the subscribers are imported, mouse over Lists and select Mange Lists option.



- Ø You will see the **TestList** in your Lists.

Your Created/Imported List will appear with number of the Subscribers in that List

You can also view the Campaigns and Emails sent against a particular List



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subscriber Search

Lists Subscribers Campaigns Reports

**Lists (2)**

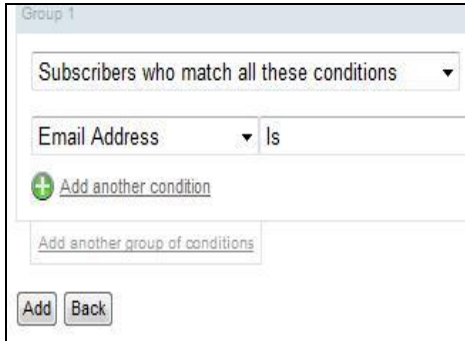
Options	List Name	Subscribers	Campaigns Sent	Emails Sent
<input type="checkbox"/> Edit Reports Copy Delete	AVALON SOLUTION (PLEASE DO NOT EDIT / DELETE THIS LIST)	1	0	0
<input type="checkbox"/> Edit Reports Copy Delete	TestList	1	0	0

Add Delete Selected

Page 1 of 1 Previous 1 10 per page

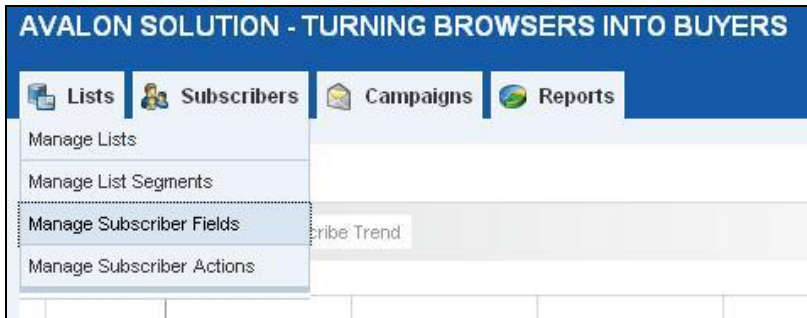
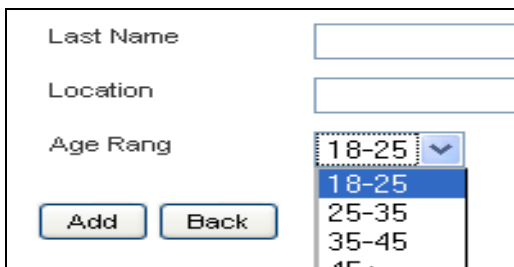
## 2.3 Manage List Segments

- Ø You can segment your List to send a targeted Email Campaign. You can create a segment for people in a certain age range and location or even based on previous actions of a subscriber such as creating a segment for all subscribers who clicked on a particular link in the past or forwarded your past Email Campaign to a friend.



## 2.4 Manage Subscriber Fields

- Ø You can include optional fields such as text fields, text boxes, check boxes, radio buttons and drop downs. You can even specify whether a field is required or not. Personalize your mailings with the optional field data or use optional fields to create sending filters. You can allow a subscriber field into multiple lists. Also you can search subscribers by subscriber fields.

## 2.5 Manage Subscriber Actions

- Ø Subscriber Actions allow you to set certain things to happen when a subscription or un-subscription occurs, a link is clicked, a campaign read, etc. You can setup subscriber actions to update subscriber info, perform subscription tasks, send campaigns, and more. Each set of actions can be for any campaigns in a specific list or just for a specific campaign in a specific list.



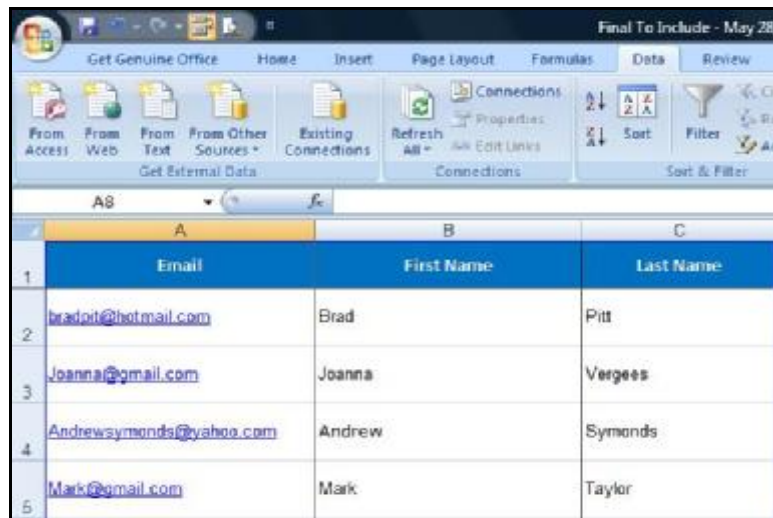

The form is titled 'Name:' and contains a text box with 'Test Action'. Below this is a section 'Select an action type:' with four radio button options: 'When subscriber reads/opens a campaign', 'When subscriber clicks on a link', 'When subscriber subscribes to a list', and 'When subscriber unsubscribes from a list'. The first option is selected. Below this is a section 'Where should this action take place?' with two dropdown menus: 'List' (set to 'acptest') and 'Campaign' (set to 'Any'). At the bottom is a section 'What should happen when this action takes place?' with a grid of dropdown menus for actions like 'Update subscriber info', 'Subscribe to list', 'Send campaign', 'Favorite', 'sync list', and 'instant re'.

## 2.6 How to Create CSV File Format

- Ø In order to import a List, you need an Excel Sheet in .CSV Format. First you need to create a Microsoft Excel Sheet which must contain the proper and essential information of all of your Subscribers. This Excel Sheet must contain the following three basic fields:
- Email Address of Subscriber
  - First Name of Subscriber
  - Last Name of Subscriber

Excel Sheet may have more than above given fields.

Ø For example, see the below screenshot:

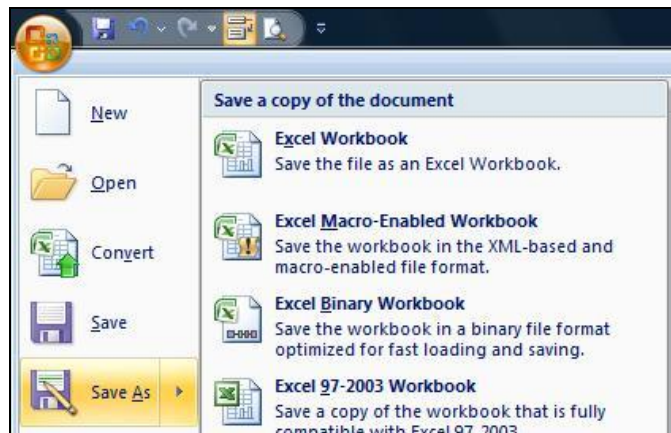


	A	B	C
1	Email	First Name	Last Name
2	bradott@hotmail.com	Brad	Pitt
3	Joanna@gmail.com	Joanna	Vergees
4	Andrewsymonds@yahoo.com	Andrew	Symonds
5	Mark@gmail.com	Mark	Taylor

Ø You can include as many customer and their details in this excel sheet. All will be imported into the software in just one single click. The first row is considered as Header which will be mapped when you import the Excel Sheet into the Application.

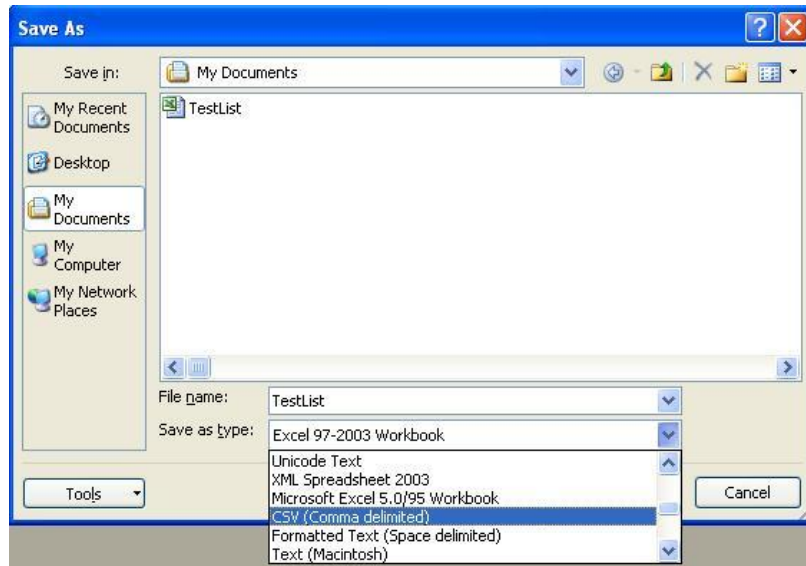
Ø Email Address is mandatory field and if any of the email address is missing or not in proper format then that entire row will not be imported into the List.

Ø You have to save the Excel Sheet as .CSV format. For this, click on File > Save as





- Ø From Save as type drop down, select CSV (Comma Delimited)(\*.CSV) and save a copy on your local machine.



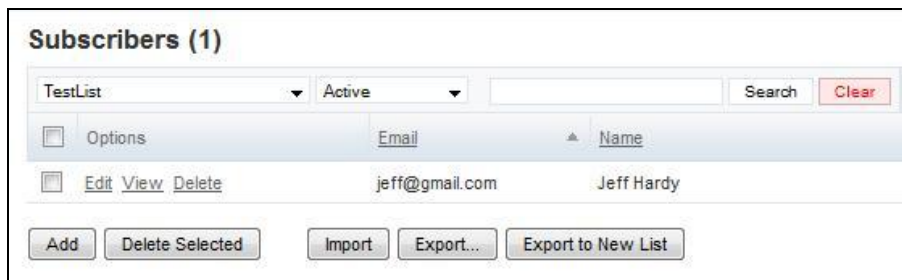
- Ø Your .CSV File is ready to import into the application.

## 2.7 Subscribers

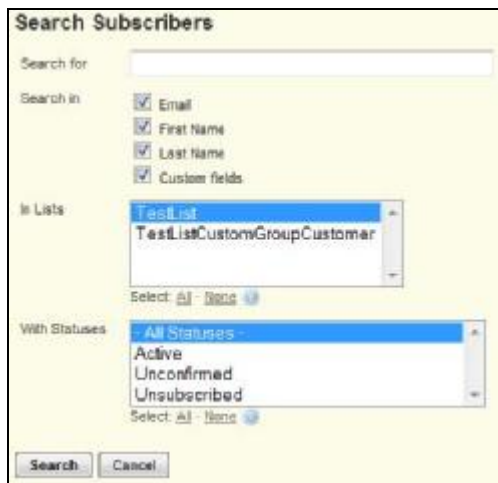
- Ø To add, edit or delete any subscribers to any existing lists, you need to select Subscribers from the top of the page and select appropriate option:



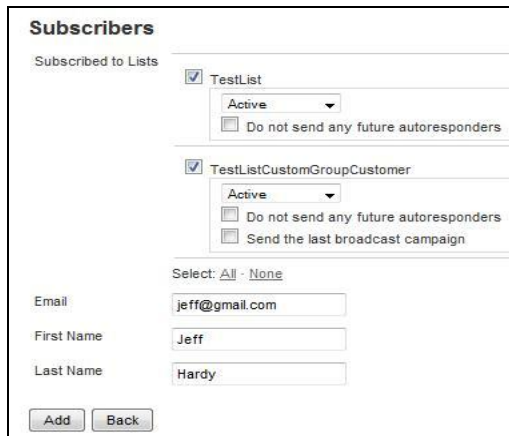
- Ø Manage Subscribers option is used to edit or delete any existing Subscriber from a single list or from multiple lists.



- Ø Search Subscribers option is used to find subscribers by email address, name and other fields.



- Ø Add Subscriber is used to add a new subscriber manually to one or more than one list.



- Ø Import Subscribers option is used to add subscribers by importing a CSV Format Subscribers List to one or more than one list.

Ø On clicking **Import Subscribers**, you will get **Subscriber Import Tool** to import a CSV File.



### Subscriber Import Tool

**Import Options**

**Import Into**

XMAS 2010

**TestList**

Select: All - None

**Import As**

Active

**Autoresponder Options**

☐ Send Autoresponders to these subscribers

☒ Never send any Autoresponders to these subscribers

**Import Settings**

☒ Do not import previously bounced addresses

☒ Do not import addresses which have been unsubscribed in the past

☒ Update existing subscribers

☐ Send the last broadcast campaign when importing

**Import Source**

☒ **Import from a file**

Browse...

Delimiter: Comma ,

☐ Import using copy/paste

Import

You can add the subscribers in more than one List at the same time

You can select all or just select the one in which you want to import your subscribers

Select the options as shown

Select the options as shown

Click on Import from a file option and click on Browse button to locate the List of your Subscribers in CSV Format

- Ø On clicking **Export Subscribers**, you will get **Export Subscriber Tool** to export your existing subscribers and save on your local machine.



- Ø You can export to a file, or to a new mailing list. Choose which fields you'd like to export, as well as the scope of how many.



The 'Export Subscribers' dialog box has a yellow background. It contains the following fields and options:

- Format:** A dropdown menu set to 'CSV'.
- Fields:** A grid of checkboxes for selecting fields to export:
 

<input checked="" type="checkbox"/> ID#	<input checked="" type="checkbox"/> E-mail	<input checked="" type="checkbox"/> First Name
<input checked="" type="checkbox"/> Last Name	<input checked="" type="checkbox"/> Status	<input checked="" type="checkbox"/> Date Added
<input checked="" type="checkbox"/> Date Subscribed	<input checked="" type="checkbox"/> IP Address	<input checked="" type="checkbox"/> User Agent
- How Many:** A dropdown menu set to 'This Page Only'.
- Buttons:** 'Export' and 'Close' buttons at the bottom.

- Ø **Exporting to a file:** You can export subscribers to any of the following file types:

- CSV
- XLS
- XML

## 3. Create and Send Campaigns

### 3.1 Create New Campaign

Ø Now let us create a Test Campaign and see what features do the application provides:

- Mouse Over on Campaigns on the top of the Navigator
- Click on Create New Campaign

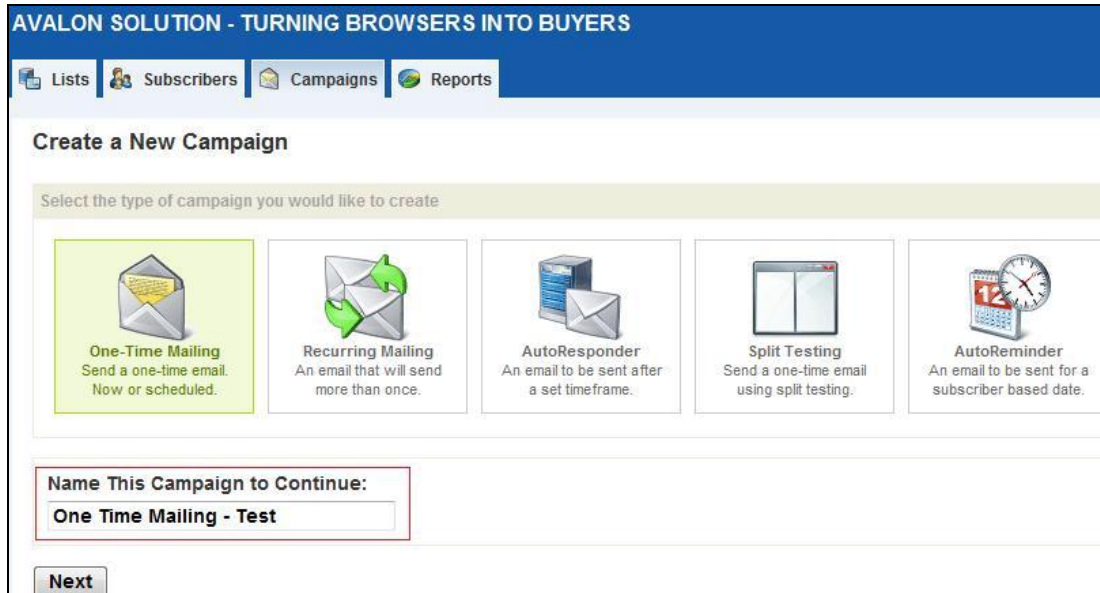


Ø You will get below screen and by default **One-Time Mailing** option will be selected.



One-Time Mailing	Recurring Mailing	AutoResponder	Split Testing	AutoReminder
Send a one-time email. Now or scheduled.	An email that will send more than once.	An email to be sent after a set timeframe.	Send a one-time email using split testing.	An email to be sent for a subscriber based date.
Allows you to send One-Time Campaign and you can resend Campaign later	Allows you to provide feature of sending the Campaign more than once	Allows you to send Email automatically at specified intervals	Allows you to distribute two versions of your mailings	Allows you to send automatic reminders and Emails

- Ø We suggest try sending a One-Time Mailing. You can further resend the Campaign according to your choice. Once you choose your Campaign Type and enter Name of your Campaign, click **Next** button.



**AVALON SOLUTION - TURNING BROWSERS INTO BUYERS**


Lists Subscribers Campaigns Reports

**Create a New Campaign**

Select the type of campaign you would like to create




**One-Time Mailing**  
Send a one-time email.  
Now or scheduled.



**Recurring Mailing**  
An email that will send more than once.



**AutoResponder**  
An email to be sent after a set timeframe.



**Split Testing**  
Send a one-time email using split testing.

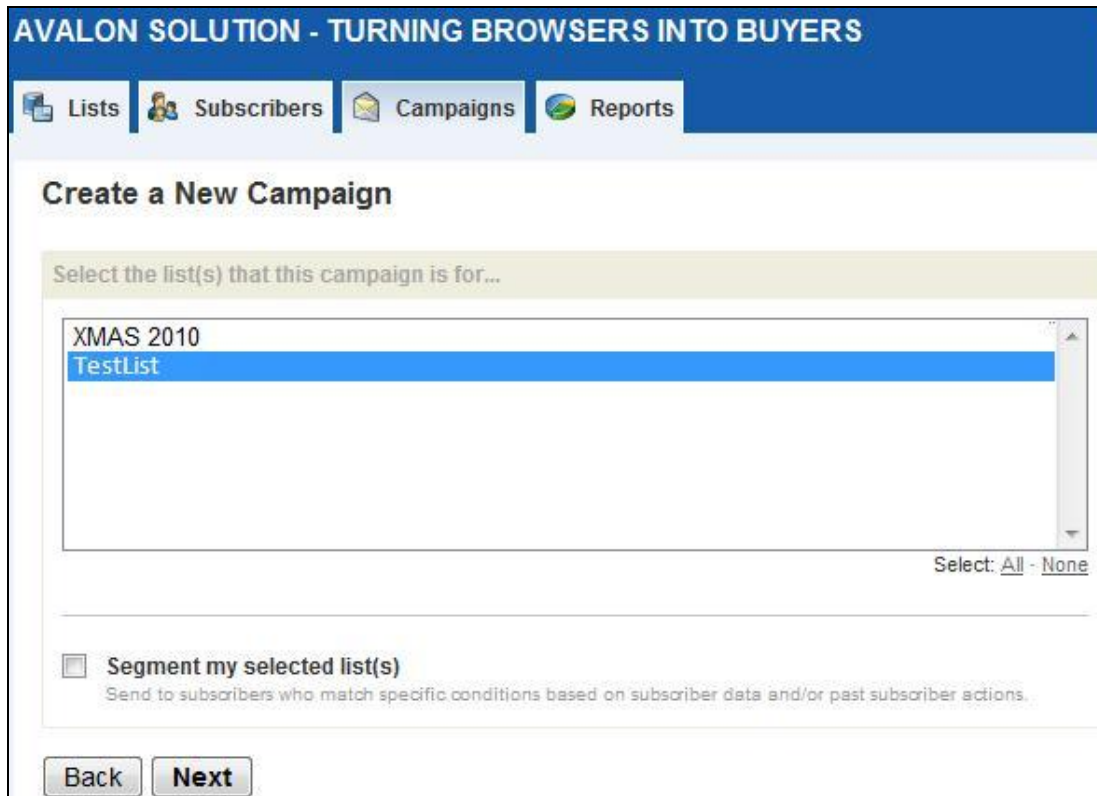


**AutoReminder**  
An email to be sent for a subscriber based date.

**Name This Campaign to Continue:**  
One Time Mailing - Test

**Next**

- Ø You will be now asked for the mailing list(s) you wish to send to. Choose the list or lists and click **Next** button. Since we created Test List therefore it shows in select box. It will show multiple List based on what you created.



**AVALON SOLUTION - TURNING BROWSERS INTO BUYERS**

Lists Subscribers Campaigns Reports

**Create a New Campaign**

Select the list(s) that this campaign is for...

XMAS 2010  
TestList

Select: All - None

☐ **Segment my selected list(s)**  
Send to subscribers who match specific conditions based on subscriber data and/or past subscriber actions.

**Back** **Next**



- Ø The campaign guide will now direct you on how to create the message contents.  
You have three options to create a Campaign:

**i. Start New (Blank, from scratch)**

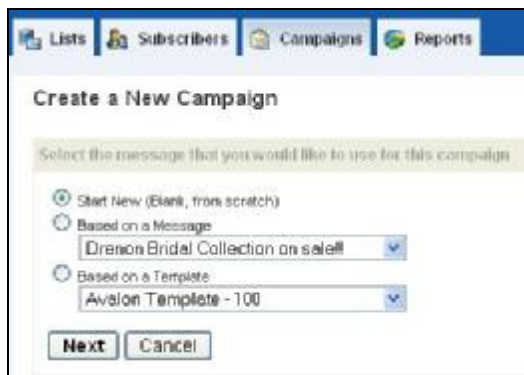
This is all new fresh start to create a campaign message. You will be redirected to HTML and Text Editor to create your Campaign Message.

**ii. Based on a Message**

This option provides you facility to utilize your saved messages. You can create the messages and utilize them for sending your Campaign.

**iii. Based on a Template**

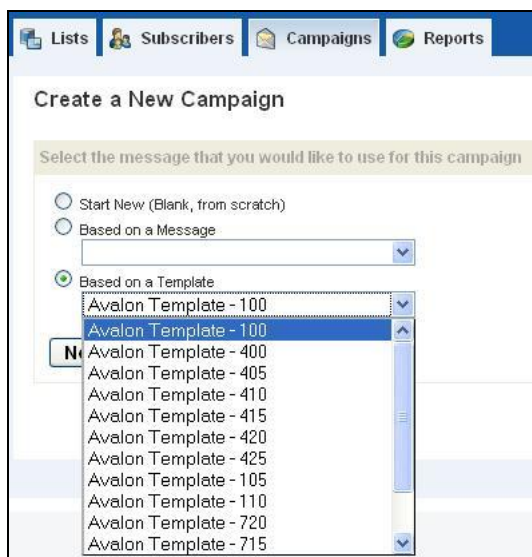
You can use Templates to start your Campaign. Avalon Solution provides you more than 50 professional looking HTML Email Templates to start with your Email Campaigns.



The screenshot shows a web application interface with a top navigation bar containing 'Lists', 'Subscribers', 'Campaigns', and 'Reports'. Below this is a 'Create a New Campaign' dialog box. It has a title bar and a main area with the instruction 'Select the message that you would like to use for this campaign'. There are three radio button options: 'Start New (Blank, from scratch)', 'Based on a Message', and 'Based on a Template'. The 'Based on a Template' option is selected. Below it, a dropdown menu shows 'Avalon Template - 100'. At the bottom are 'Next' and 'Cancel' buttons.

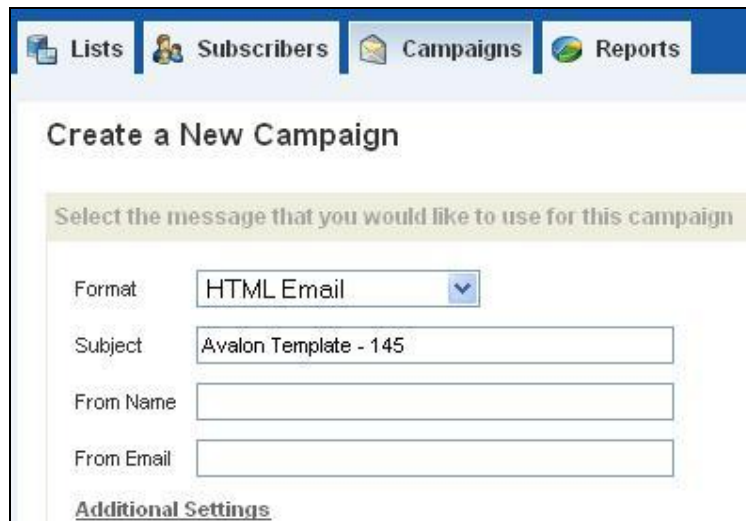
- Ø Select appropriate option and click on **Next** button.

- Ø For example we have selected Based on a Template option. All the default templates provided by Avalon Solution will be shown in the drop down menu. You can select existing Template or request Avalon to create Customized Template exclusive with your branding and requirements.



This screenshot shows the same 'Create a New Campaign' dialog box, but with the 'Based on a Template' dropdown menu open. The menu displays a list of templates: 'Avalon Template - 100', 'Avalon Template - 400', 'Avalon Template - 405', 'Avalon Template - 410', 'Avalon Template - 415', 'Avalon Template - 420', 'Avalon Template - 425', 'Avalon Template - 105', 'Avalon Template - 110', 'Avalon Template - 720', and 'Avalon Template - 715'. The 'Next' button is still visible at the bottom.

- Ø Enter the From Name, From Email, Subject, and Message Contents and continue to the next step. Please Note: you must enter the correct email address. Your Customer may get back to you using From Email Address.



- Ø Your selected Email Template will appear in the Visual Editor.



Ø You will get three options to add contents to your Campaign.

## i. Create Message

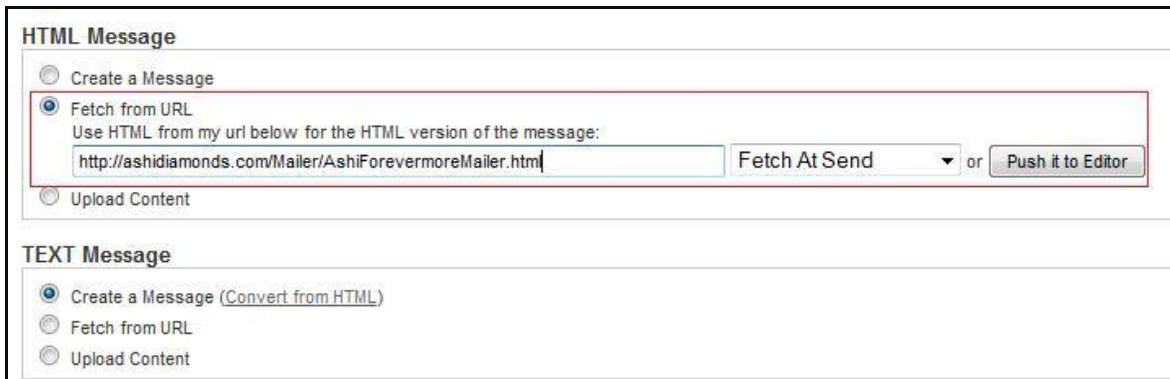
Edit the HTML editor with your choice and options.

This is the basic editing using HTML Editor or Text Editor.

## ii. Fetch from URL

You have options to fetch the contents of the template from any specific URL of your choice.

For example: Here it is entered an URL for HTML Emailer. Click on **Push it to Editor** button.



**HTML Message**

☐ Create a Message

☒ **Fetch from URL**

Use HTML from my url below for the HTML version of the message:

or

☐ Upload Content

---

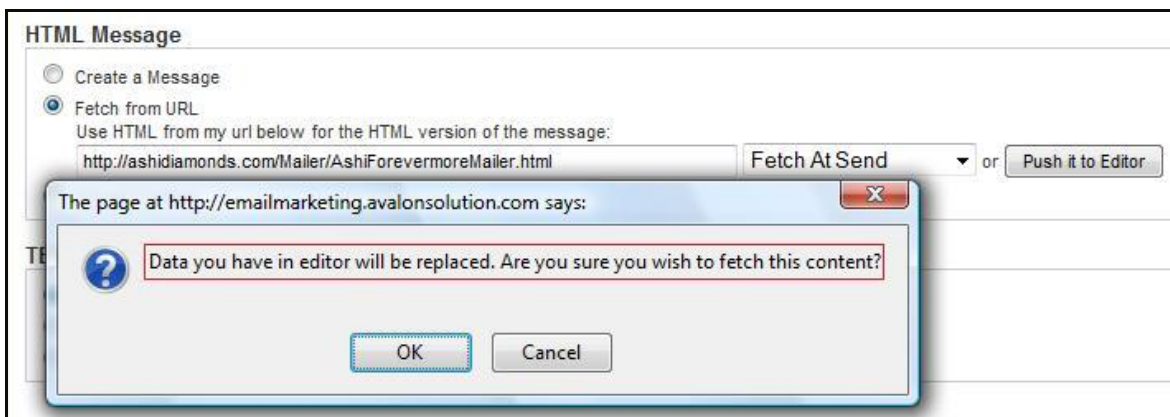
**TEXT Message**

☒ Create a Message ([Convert from HTML](#))

☐ Fetch from URL

☐ Upload Content

Please Note: once you click on **Push it to Editor** button, the current contents of the Editor will be replaced by the contents of URL.



**HTML Message**

☐ Create a Message

☒ **Fetch from URL**

Use HTML from my url below for the HTML version of the message:

or

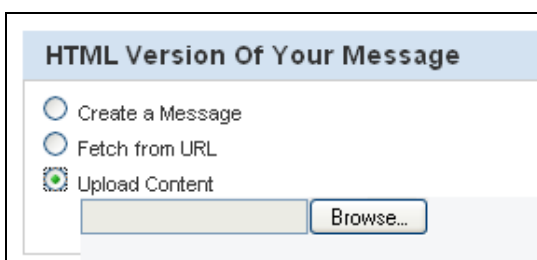
The page at <http://emailmarketing.avalonsolution.com> says:

?

Data you have in editor will be replaced. Are you sure you wish to fetch this content?

## iii. Upload Content

This option provides you the facility to direct upload the contents into the Campaign. Click on **Browse** button and locate the file from your computer.



**HTML Version Of Your Message**

☐ Create a Message

☐ Fetch from URL

☒ **Upload Content**

Please Note: The Text Message will be uploaded only with Text File. The file may be MS Word or simple Text.

Please review the contents of the Campaign and Click on **Add Message** button on the bottom of the page to get to the next step. Please do not attach any file along with your Campaign as it may spam your Email Campaign.

**Message Attachments**

## 3.2 Visual Editor / HTML Editor

- Ø You can edit the text, images and content of the HTML Email Template in the Visual Editor or HTML Editor.

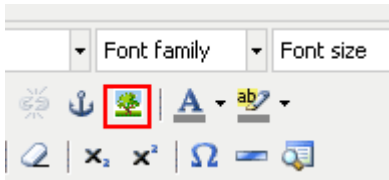


- Ø Email Template editing is very easy with Visual Editor or HTML Editor. Most of the edit options are as same as available in MS Word. You can update your Company Logo, Text, Address, Images and Text as per your requirements.

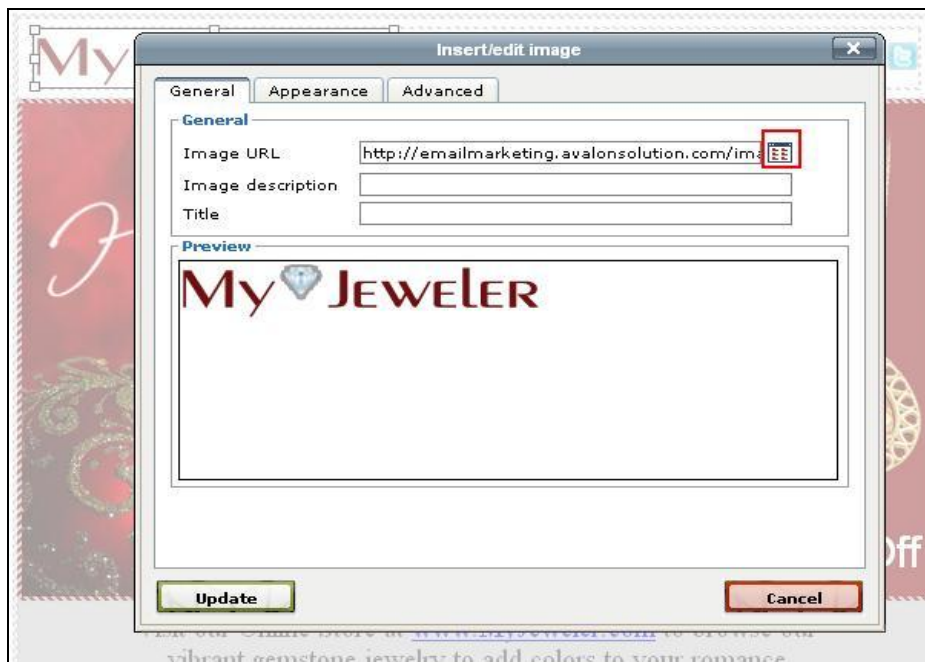
## Ø Update Company Logo or Other Images

You can easily update your Company Logo or other images.

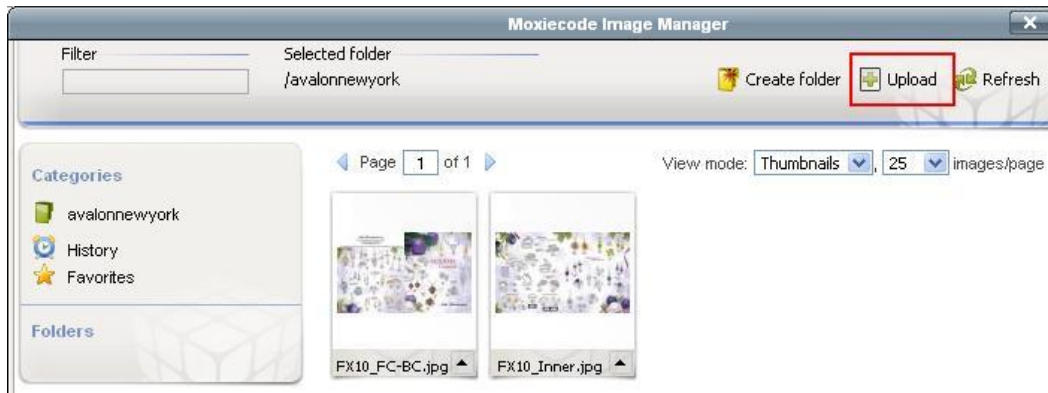
- i. Select the “My Jeweler” Logo.
- ii. Click the Image icon on the toolbar that says “Insert/edit Image”.



- iii. This will open the Insert/edit image dialog box.

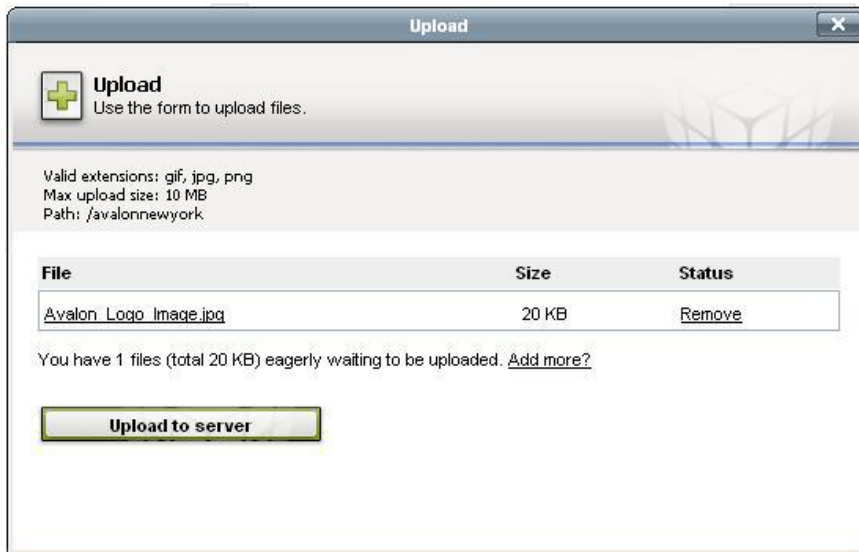


- iv. Click on the button available for the Image URL. It will show you the Image Manager containing all images. Press “Upload” button for your Company Logo if it’s not yet uploaded to the server.

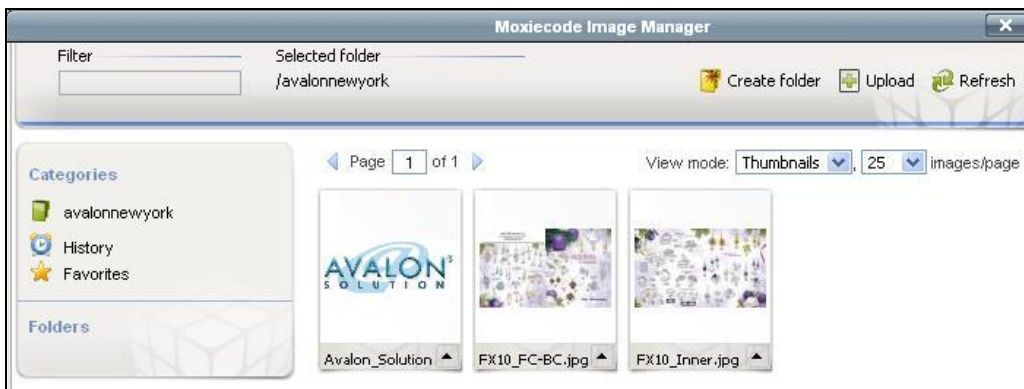




- v. You can upload your Company Logo from your computer. You can upload .gif, .jpg and .png file formats with 10MB maximum size. Once you browse and select the Company Logo, it will give you an option to upload it to server.

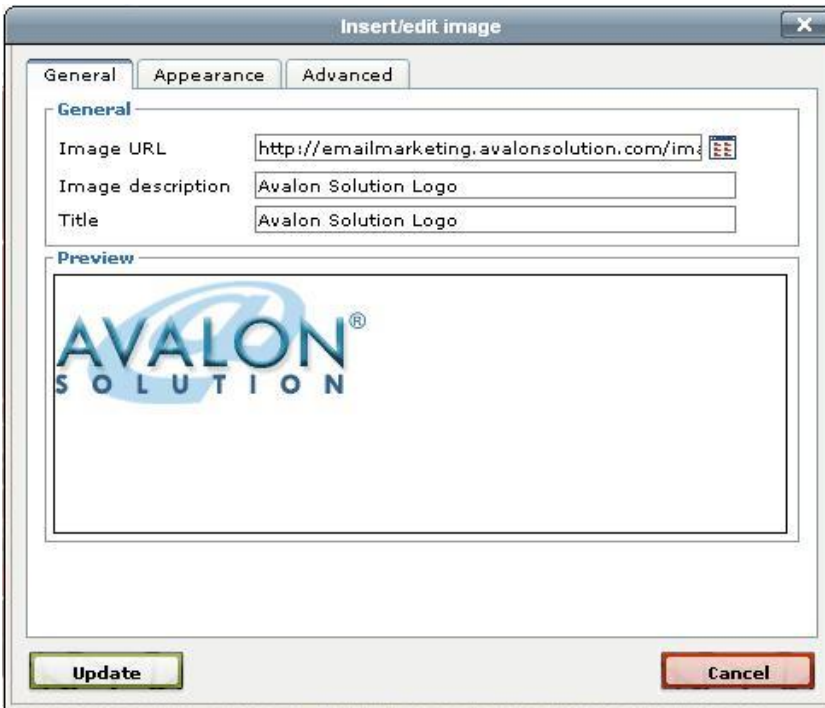


- vi. Once your Company Logo is uploaded to the server, you will be able to see it in your Image Manager.





- vii. On clicking your Company Logo, it will be selected.



- viii. On clicking **Update** button, Company Logo will get updated on your Email Template.

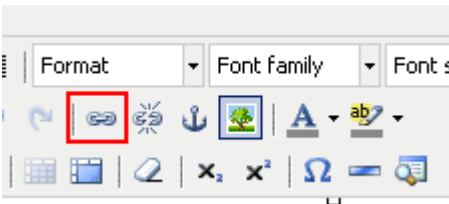


- ix. You can update the Images of your Email Template in the same manner.

## Ø Text or Image Links

Any text or image within your email can be turned into a link.

- i. Select the text or image you want to link.
- ii. Click the Chain Link icon on the toolbar that says "Insert/edit Link".



- iii. This will open the Insert/edit Link dialog box.



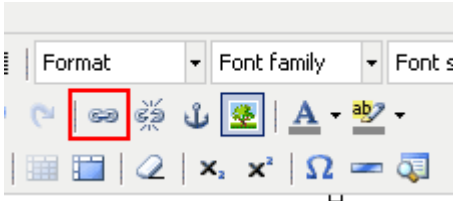
- iv. Type in the web address to which you want to link. Be sure to include the http:// portion of the link like so: <http://www.example.com>
- v. There are more options available or customization. You can open the hyperlink in a new window. You can name that new window of your choice and many more.
- vi. Click **Insert** button.
- vii. Your text or image will work as a link now.

## Ø Email Address Links

In addition to linking to your website, you can also link both text and images to an email address.

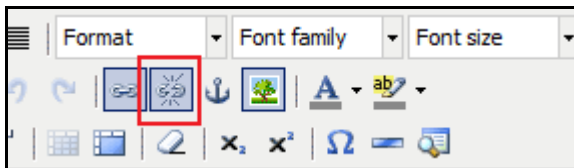
- i. Choose the image or text you want to link.

- ii. Click the chain link icon on the top row of the toolbar. This will open the Insert Hyperlink dialog box.



- iii. Type in the email address to which you'd like to link. The address should be preceded by the phrase **mailto:**, making the end result look like **mailto:support@example.com**
- iv. Click **Insert** button.
- v. Your text or image will have a link to an email address now.

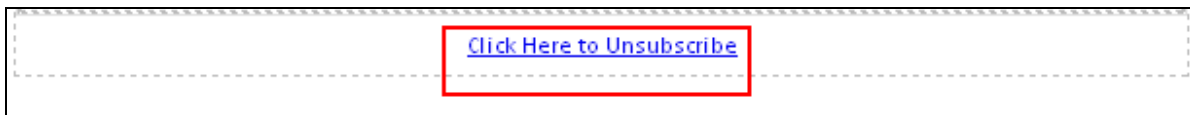
Ø You remove hyperlink by click on broken chain button present near hyperlink button.



Ø You need to update your Store Location, Phone Number, Email Address and Store Hours.

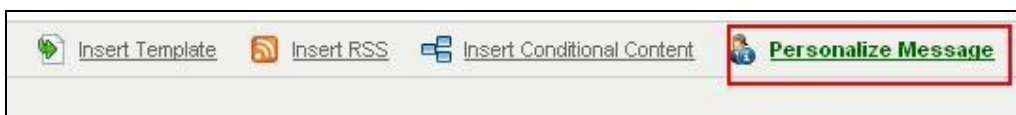


Ø Email Campaigns are required to have **Unsubscribed Link**. Email Templates provided by the Avalon Solution contains this unsubscribed link.



Ø The email message created by you should also have **Unsubscribed Link**. You may provide the default un-subscription link available in the system or manually type the link in the message.

Ø To give Unsubscribed Link available in the system, click on the “Personalize Message” on the top of the Visual Editor or HTML Editor.



- Ø On clicking “Personalize Message” link, Personalize Tags will appear. You can select the Unsubscribed Link and click on “Close” button.

### Insert Personalize Tag

Insert a personalization tag into your message so a mailing can be sent using subscriber's info in it's place.

#### Subscriber Personalization Tags

- Subscriber's Email Address
- Subscriber's First Name
- Subscriber's Last Name
- Subscriber's Full Name
- Subscriber's IP Address
- Date and Time Subscribed
- Date Subscribed
- Time Subscribed
- Subscriber ID

#### System Personalization Tags

- Unsubscribe Link
- Update Profile Link
- Web Copy Link
- Send to Friend Link
- Social Submit Links
- Today's Date
- Today's Date +/- X day(s)

Close

- Ø On clicking “Close” button, an option will appear for you to provide the Text for your Unsubscribed Link. You can edit the Text and click “Ok” button.

The page at http://emailmarketing.avalonsol...

Enter the text for this link:

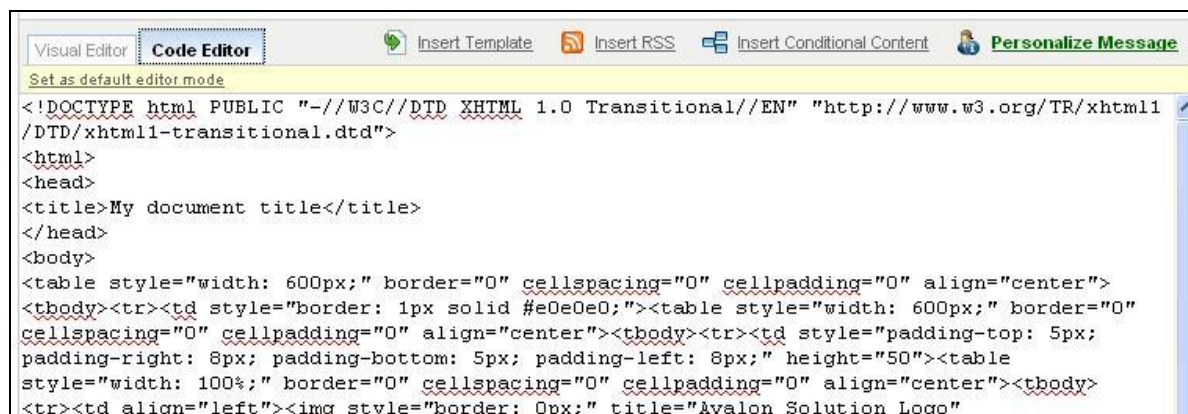
Click here to unsubscribe

OK Cancel

- Ø On clicking “Ok” button, Unsubscribed Link will be added to your Email Message.

Click Here to Unsubscribe

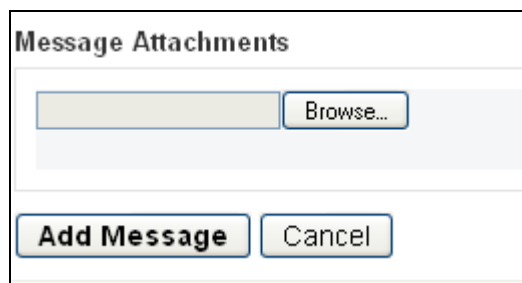
- Ø If you are familiar with HTML Code then you can also work with the Code Editor and make the changes in your HTML Email Template.



The screenshot shows a web application interface with a 'Code Editor' tab selected. The editor contains the following HTML code:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1
/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>My document title</title>
</head>
<body>
<table style="width: 600px;" border="0" cellspacing="0" cellpadding="0" align="center">
<tbody><tr><td style="border: 1px solid #e0e0e0;"><table style="width: 600px;" border="0"
cellspacing="0" cellpadding="0" align="center"><tbody><tr><td style="padding-top: 5px;
padding-right: 8px; padding-bottom: 5px; padding-left: 8px;" height="50"><table
style="width: 100%;" border="0" cellspacing="0" cellpadding="0" align="center"><tbody>
<tr><td align="left"><img style="border: 0px;" title="Avalon Solution Logo"
```

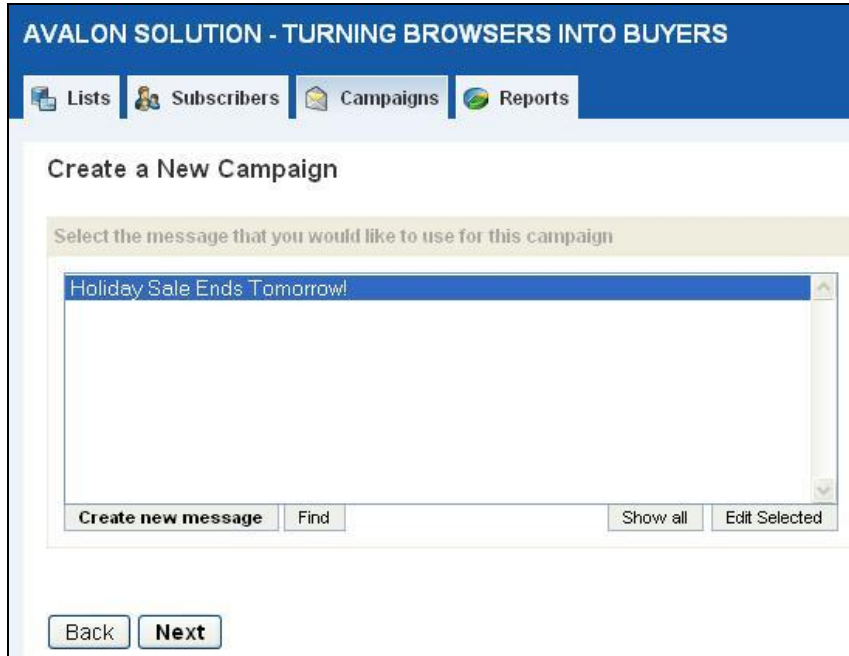
- Ø Please review the contents of the Campaign and Click on **Add Message** button on the bottom of the page to get to the next step. Please do not attach any file along with your Campaign as it may spam your Email Campaign.



The screenshot shows a dialog box titled 'Message Attachments'. It contains a text input field with a 'Browse...' button next to it. At the bottom of the dialog, there are two buttons: 'Add Message' and 'Cancel'.

## 3.3 Ready with your Customized Email Message

- Ø The campaign which we just created will be shown in select campaign box. If you have more than one message will appear accordingly in this box. Select the “Holiday Sale Ends Tomorrow” and click on **Next** button.



**AVALON SOLUTION - TURNING BROWSERS INTO BUYERS**

Lists Subscribers Campaigns Reports

**Create a New Campaign**

Select the message that you would like to use for this campaign

Holiday Sale Ends Tomorrow!

Create new message Find Show all Edit Selected

Back Next

- Ø You have the option to track the links, number of clicks on the links from your Customer in the HTML Template. Choose the options accordingly. We will recommend tracking all the links of the HTML Template. Also select the Additional Message Options as selected in the below shown screen. Select the appropriate option and click on **Next** button .



Lists Subscribers Campaigns Reports

**Create a New Campaign**

Would you like to track links/URLs?

☒ **Yes - Track All Links**, I want to track all links in this campaign.

☐ **Yes - Track Specific Links**, I want to choose the links to track in this campaign & have the option to set actions if a subscriber clicks on a link.

☐ **No**, I do not want to track any links in this campaign.

**Additional Message Options**

☒ Enable read/open tracking ( 0 Actions )

☐ Embed images

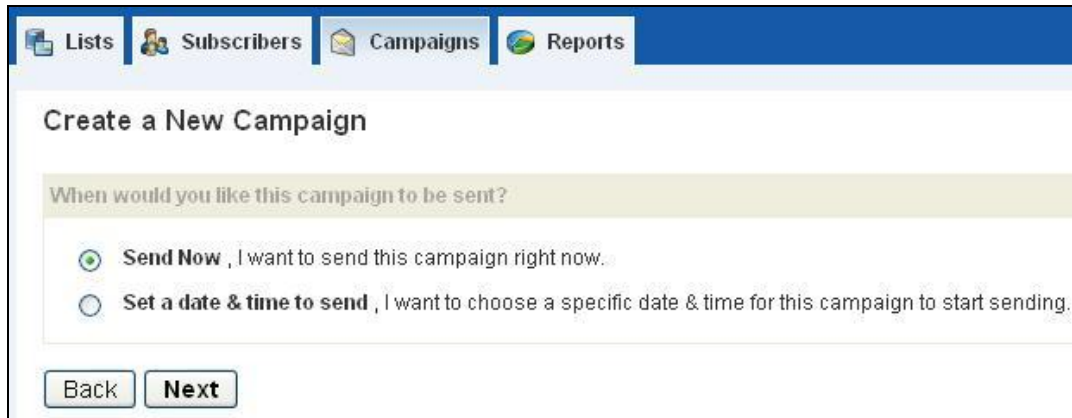
☒ Enable Bounce Tracking

☒ Show in public archive

Back Next



- Ø You can either send the campaign on the same time or you can schedule it for later.



**Create a New Campaign**

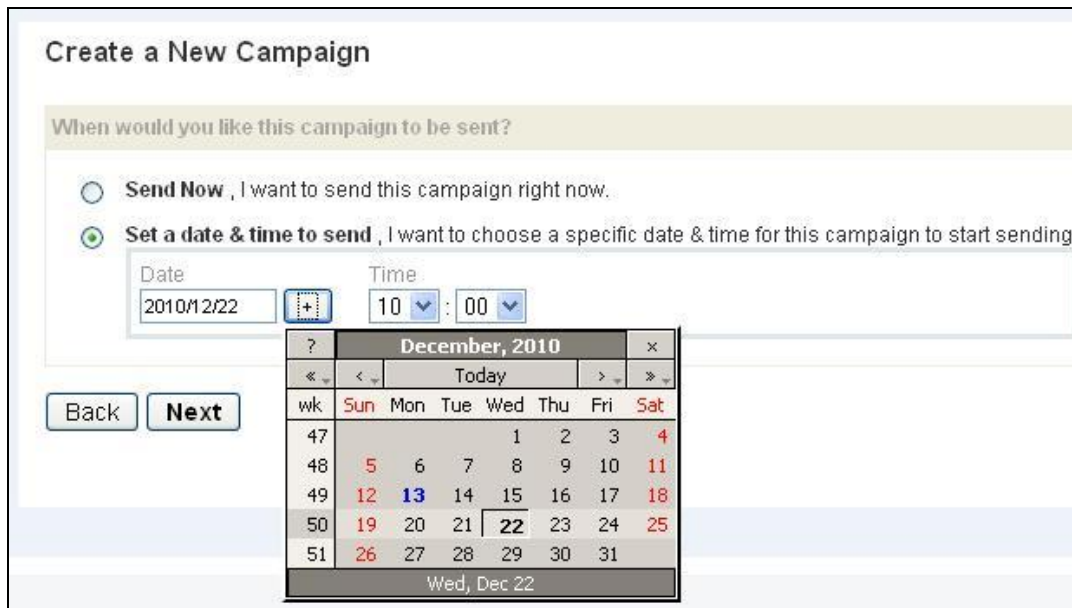
When would you like this campaign to be sent?

☒ **Send Now** , I want to send this campaign right now.

☐ **Set a date & time to send** , I want to choose a specific date & time for this campaign to start sending.

## 3.4 Schedule a Campaign

- Ø If you select the option to schedule it, you will be asked to set a date and time to send. Enter a date and time on that you want to send that Email Campaign and click on **Next** button.



**Create a New Campaign**

When would you like this campaign to be sent?

☐ **Send Now** , I want to send this campaign right now.

☒ **Set a date & time to send** , I want to choose a specific date & time for this campaign to start sending.

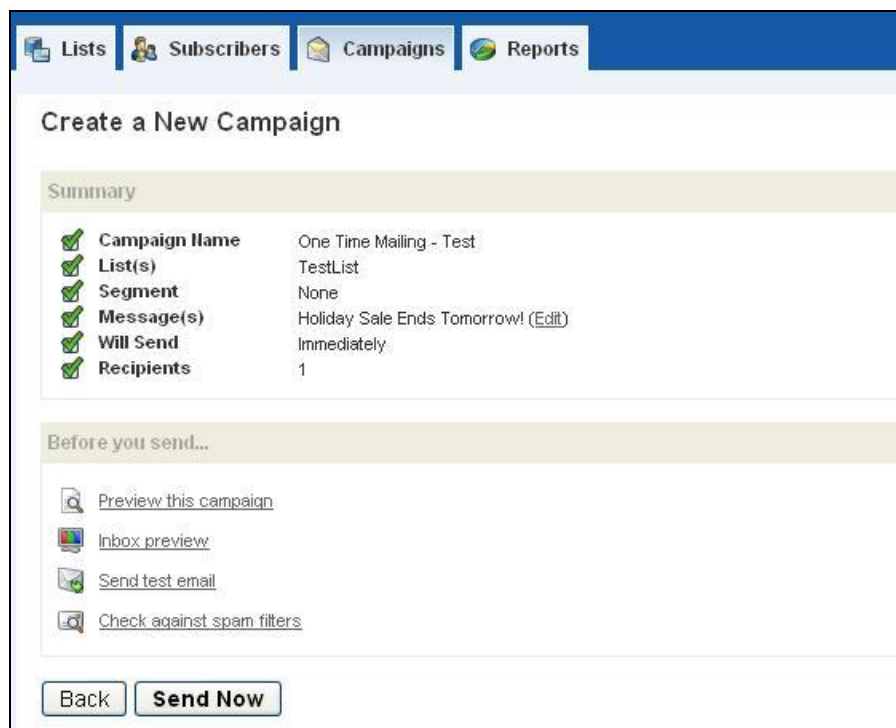
Date: 2010/12/22

Time: 10 : 00

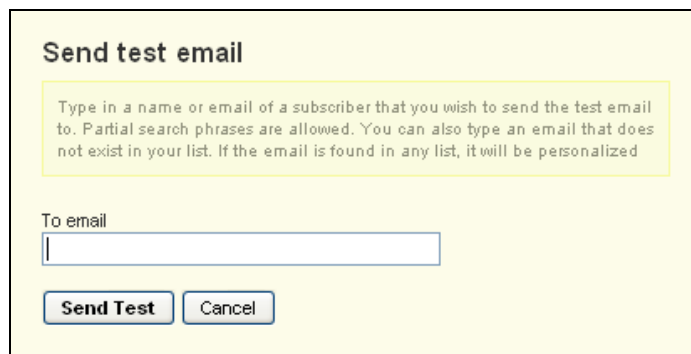
December, 2010						
Today						
?	<	>	<	>	<	>
wk	Sun	Mon	Tue	Wed	Thu	Fri
47				1	2	3
48	5	6	7	8	9	10
49	12	13	14	15	16	17
50	19	20	21	22	23	24
51	26	27	28	29	30	31
Wed, Dec 22						

## 3.5 Send a Campaign Now

- Ø If you select the option to send it now, you will be able to see the Campaign Summary and final check options before you send this campaign to your subscribers.



- Ø The Summary will show you important information about your campaign.
- Ø You can preview the campaign before sending and you can also send a test email. We recommend you to send a Test Email before sending Email Campaign to double check the formatting and contents of the Email Message.



- Ø If you check the Test Email and everything looks proper then you can click on **Send Now** button to send the Campaign.
- Ø Once you click on **Send Now** button, your Email Campaign will start delivering to your subscribers. If you have hundreds of subscribers in your List then Campaign may take some time to deliver Emails to Subscribers. You can click on View Campaigns button to view details of your recent Email Campaign as well as you can view Campaign Report for your recent Campaign.



- Ø Please Note: There is a progress bar on the top right corner of the application. This Side Bar shows the progress of Campaign right from the starting to completion.



## 3.6 View Campaigns

- Ø You can view all Email Campaigns that you have sent so far. In order to view previously sent campaigns, please Mouse Over on **Campaigns** and click on **View Campaigns**.



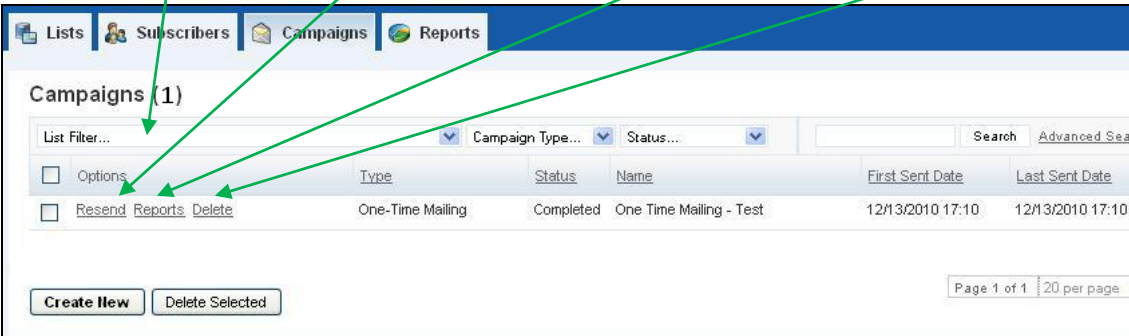
- Ø You can view all Email Campaigns that you have sent so far. In order to view previously sent campaigns, please Mouse Over on **Campaigns** and click on **View Campaigns**. You can Resend a campaign, view campaign Reports, Delete campaign, view the campaign, its contents, its lists of subscribers and many more options.

You can filter the Campaign based on List, Campaign Type and Status

Click to Resend

Click to view Report of Particular Campaign

Click to Delete the Campaign



**Campaigns (1)**

List Filter... Campaign Type... Status... Search Advanced Search

Options	Type	Status	Name	First Sent Date	Last Sent Date
<input type="checkbox"/> Resend <input type="checkbox"/> Reports <input type="checkbox"/> Delete	One-Time Mailing	Completed	One Time Mailing - Test	12/13/2010 17:10	12/13/2010 17:10

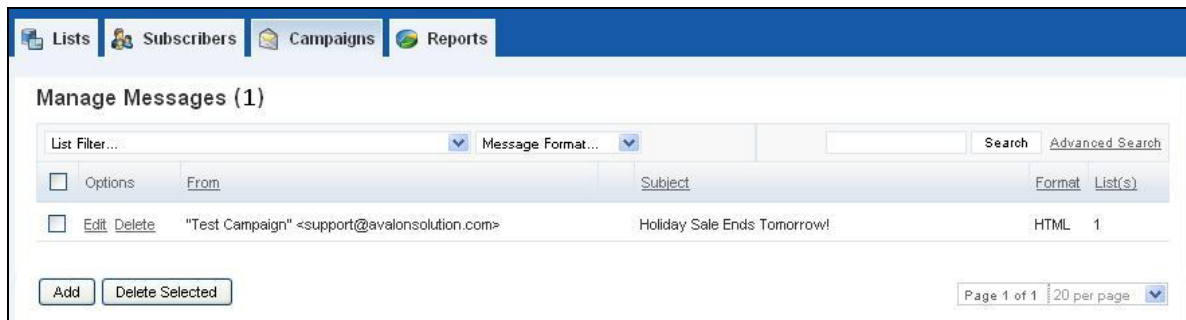
Create New Delete Selected Page 1 of 1 20 per page

## 3.7 Create an Email Message

- Ø Email Messages provide you the facility to create and save the email messages. You can utilize the message for any of your Campaigns. To select this option, mouse over on Campaigns and click on Email Messages.



- Ø Here you can see all previously sent Email Campaigns along with Edit and Delete option.



- Ø Click on Add Button to create a new Email Message. There are same options to create an Email Message as you create a New Email Campaign. The only difference is the saved email message can be utilize any time to send in any of the campaign.



## 3.8 Avalon Solution's Default Email Templates

- Ø Message Templates provides you more than 50 professional looking Email Templates that Avalon Solution has designed and created for you. To select this option, mouse over on Campaigns and click on Message Templates.



- Ø You can use these Email Templates for your Campaigns. Avalon Solution has created these Email Templates specifically to fulfill your business needs.

List Filter...		Search		Advanced Search
<input type="checkbox"/> Options	Name	Format	List(s)	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 100	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 105	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 110	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 115	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 120	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 125	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 130	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 135	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 140	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 145	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 150	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 155	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 300	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 305	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 310	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 315	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 320	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 325	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 330	html	1	
<input type="checkbox"/> Edit Export Delete	Avalon Template - 335	html	1	

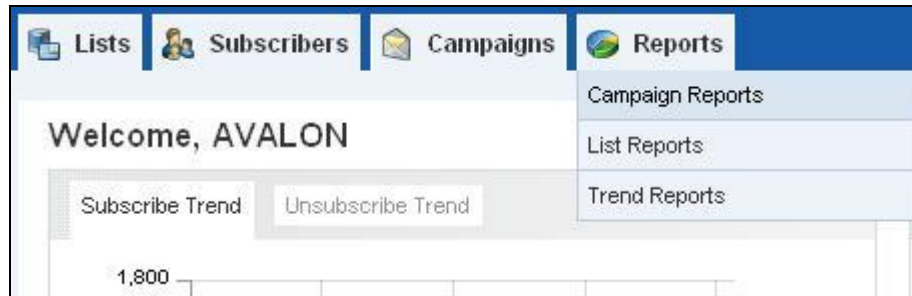
Add Import Delete Selected

Page 1 of 4 Next 1 2 3 ... 20 per page



## 4. Reports

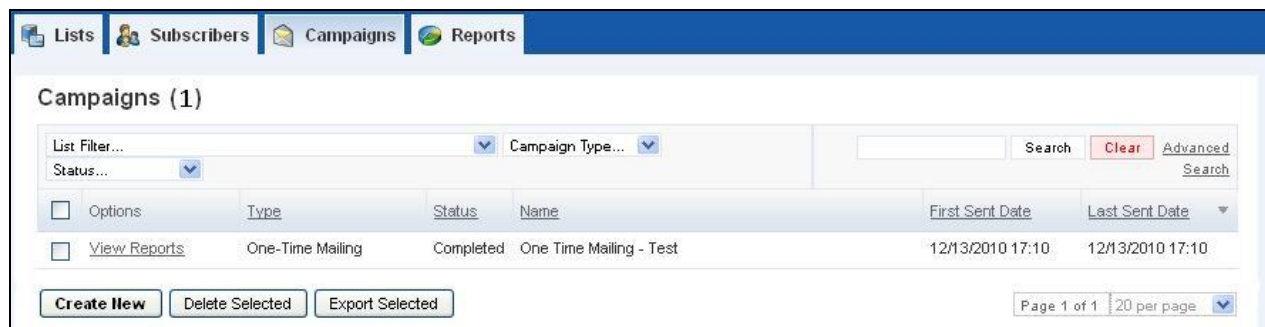
- Ø This feature provides you the facility to view the Reports of Campaigns you sent. You can check how many Customers opened your email campaign, clicked on links, forward the campaign etc.



- Ø To access the Report feature, please mouse over on **Reports** and you will get below three report options:
  - Campaign Reports
  - List Reports
  - Trend Reports

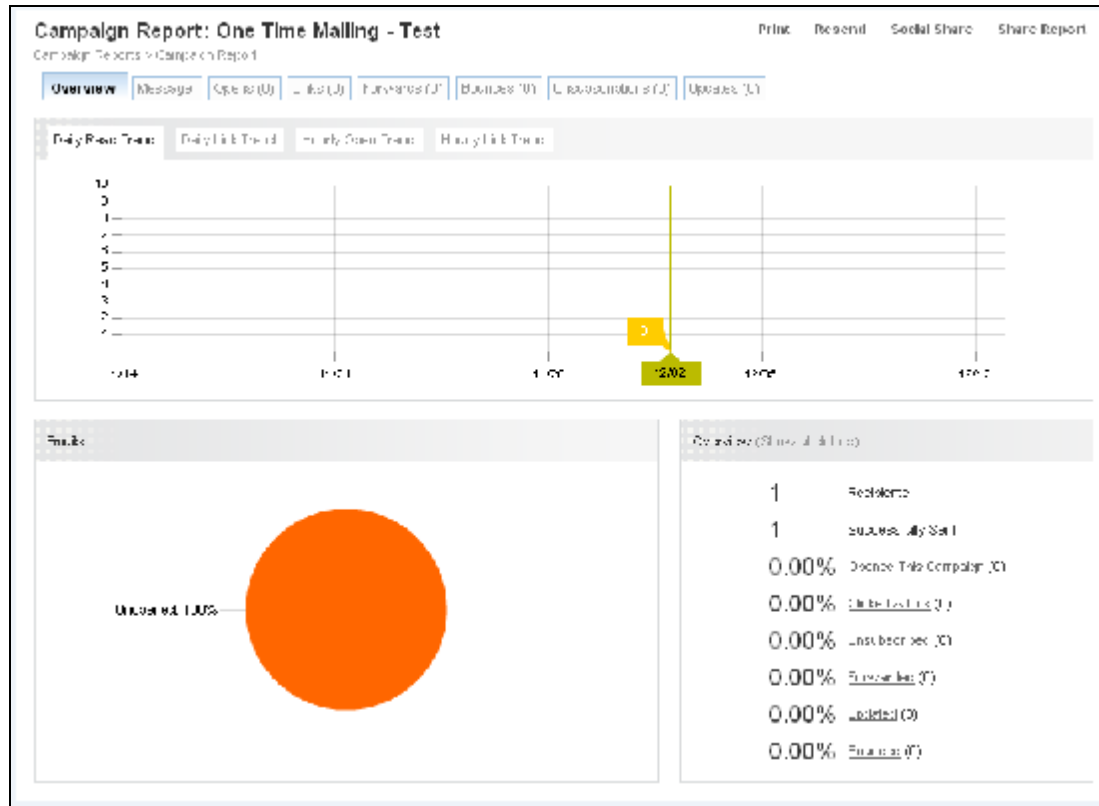
### 4.1 Campaign Reports

- Ø Campaign Reports provides Campaign-wise Report information. To view Reports for a specific Campaign, click on View Reports link against that Email Campaign.



- Ø This screen shows the information like type of the campaign, status of the campaign, name of the campaign and when it was sent for the first time and the last time. Since we have sent only one campaign, therefore it will show only one in the report box.
- Ø To view the detailed report of the Campaign, click on the **View Report** link.

- Ø **Overview Tab** gives you the summary of the Campaign. This page shows you campaign overview in charts and graphs. By looking at this, you can easily find out the campaign status and its results.



- Ø **Message Tab** gives you the Message Content along with From Email Address and Subject of the Email Campaign.



**Campaign Report: One Time Mailing - Test**

Print    Resend    Social Share    Share Report    Export

Campaign Reports > Campaign Report

[Overview] [Messages] [**Opens**] [Links] [Forwards] [Donates] [Unsubscriptions] [Optouts]

1 Total Opens (100.0%)     1 Unique Opens (100.0%)     0 Un-Opened (0.0%)

Email	Date	# Times
<a href="#&id=one-time-mail-test">	2013-12-14 09:06:04	1

Pagination: 1 - "OK" Next 12 > | 10 per page

**Campaign Report: One Time Mailing - Test**

Campaign Report > Campaign Report

Overview | Messages | Opens (1) | **Links (0)** | Forwards (0) | Bounces (0) | Unsubscribers (0) | Updates (0)

1 Total Clicks   1 Unique Clicks   1 Didn't Click (50.00%)   1.00 Avg. Clicks

Link	Unique Clicks	Total Clicks
<a href="http://www.solidadvertising.com/news.htm">http://www.solidadvertising.com/news.htm</a>	1	1
<a href="http://www.facebook.com/">http://www.facebook.com/</a>	0	0

Page 1 of 1 | 23 per page

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## 4.2 List Reports

Ø List Reports provides over all as well as List specific Subscribe, Unsubscribe and Open by Hour Trends.



## 4.3 Trend Reports

Ø Trend Reports provides over all as well as List specific Open By Hour and Open By Week Day Trends.



## 5. Account Information

Ø To view your Account Details, click on **Your Account** link on the right side of the bottom of the page.



Ø You can view Your Account Information, Settings and Stats. You can also update your Account Password here.

### Your Account

Username	TestAccount
E-mail	Test@xyz.com
First Name	Test
Last Name	Account
Password	

(Leave blank if you do not want to change)

### Your Settings

#### Stats

Users Limit	Unlimited
Lists Limit	Unlimited
Subscribers Limit	Unlimited
Mail Limit	1000 per month
Messages Sent In This Cycle	0
Total Messages Sent	19
Attachments Limit	Unlimited
Campaign Limit	Unlimited
Total Campaigns Sent	5

[Update](#) [Back](#)



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